

ABSTRACT OF THE DISCLOSURE

[0068] A system and method for incorporating customized content into a booklet. A content control identifier is read from a pre-printed custom booklet component and sent to a content controller. The content controller uses the content control identifier to obtain instructions from a datastore and uses the instructions to create one or more “just-printed” custom booklet components and marry them to pre-printed custom booklet component to create a customized booklet. In another embodiment, a generic booklet body is printed on a web-fed press. A content control identifier is read from a pre-printed custom booklet component and sent to a content controller. The content control identifier is used to trigger the personalization (for example, the addressing) of the generic output for a targeted recipient and to marry the preprinted signature from which the content control identifier was read to the personalized web-fed press output to form a customized booklet for the targeted recipient.